

DUPLICATE INVOICE



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

GCW Media Services
Attention: Accounts Payable
417 W. Foothill Blvd
B-221
Glendora, CA 91741

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

Invoice #	Invoice Date	Invoice Month	Invoice Period
962451-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Kathi Thornton	Eagle-Los Angeles	National

Advertiser	Product	Estimate Number
Small Business Action Cor	ADVOCACY	774

Flight Dates	Order #	Alt Order #
10/22/12 - 10/28/12	962451	07906369

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/26/12	KCRA-TV News at 5am	5:00am-5:57am	MTWTF--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 KCRA W 10/24/12 5:22 AM KCRA-TV News at 5am 5:00am-5:57am :30 SBAC12TV22H \$2,500.00 NM 5 KCRA Th 10/25/12 5:10 AM KCRA-TV News at 5am 5:00am-5:57am :30 SBAC12TV22H \$2,500.00 NM 2 KCRA F 10/26/12 5:42 AM KCRA-TV News at 5am 5:00am-5:57am :30 SBAC12TV22H \$2,500.00 NM									
2	10/22/12	10/26/12	KCRA-TV News at 6am	5:58am-7:00am	MTWTF--	:30	3	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA W 10/24/12 6:23 AM KCRA-TV News at 6am 5:58am-7:00am :30 SBAC12TV22H \$3,500.00 NM 5 KCRA Th 10/25/12 6:27 AM KCRA-TV News at 6am 5:58am-7:00am :30 SBAC12TV22H \$3,500.00 NM 4 KCRA F 10/26/12 6:21 AM KCRA-TV News at 6am 5:58am-7:00am :30 SBAC12TV22H \$3,500.00 NM									
3	10/22/12	10/26/12	NBC Today Show	7:00am-9:00am	MTWTF--	:30	2	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 2 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA W 10/24/12 8:57 AM NBC Today Show 7:00am-9:00am :30 SBAC12TV22H \$3,500.00 NM 2 KCRA F 10/26/12 7:25 AM NBC Today Show 7:00am-9:00am :30 SBAC12TV22H \$3,500.00 NM									
4	10/22/12	10/26/12	M-F 9am-10am	9:00am-10:00am	MTWTF--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/22/12 9:33 AM M-F 9am-10am 9:00am-10:00am :30 SBAC12TV11H \$1,500.00 NM 4 KCRA Tu 10/23/12 9:51 AM M-F 9am-10am 9:00am-10:00am :30 SBAC12TV22H \$1,500.00 NM 3 KCRA Th 10/25/12 9:40 AM M-F 9am-10am 9:00am-10:00am :30 SBAC12TV22H \$1,500.00 NM									
5	10/22/12	10/26/12	NBC Today Show II	10:00am-11:00am	MTWTF--	:30	2	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Small Business Action Com	ADVOCACY	774	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/22/12	10/26/12	NBC Today Show II	10:00am-11:00am	MTWTF--	:30	2	\$1,000.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Th 10/25/12 10:56 AM NBC Today Show II 10:00am-11:00am :30 SBAC12TV22H \$1,000.00 NM 3 KCRA F 10/26/12 10:56 AM NBC Today Show II 10:00am-11:00am :30 SBAC12TV22H \$1,000.00 NM									
6	10/22/12	10/26/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	3	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 3 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/22/12 12:38 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SBAC12TV11H \$2,000.00 NM 5 KCRA Th 10/25/12 12:56 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SBAC12TV22H \$2,000.00 NM 1 KCRA F 10/26/12 12:56 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SBAC12TV22H \$2,000.00 NM									
7	10/22/12	10/26/12	M-F 4-5p	4-5p	MTWTF--	:30	3	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 3 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 KCRA Tu 10/23/12 4:20 PM M-F 4-5p 4-5p :30 SBAC12TV22H \$2,000.00 NM 3 KCRA W 10/24/12 4:20 PM M-F 4-5p 4-5p :30 SBAC12TV22H \$2,000.00 NM 5 KCRA F 10/26/12 4:54 PM M-F 4-5p 4-5p :30 SBAC12TV22H \$2,000.00 NM									
8	10/22/12	10/26/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWTF--	:30	2	\$6,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 2 \$6,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA M 10/22/12 5:43 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 SBAC12TV11H \$6,000.00 NM 1 KCRA W 10/24/12 5:14 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 SBAC12TV22H \$6,000.00 NM									
9	10/22/12	10/26/12	KCRA-TV News at 6pm	6:00pm-7pm	-TWTF--	:30	1	\$5,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 -TWTF-- 1 \$5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA F 10/26/12 6:44 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SBAC12TV22H \$5,000.00 NM									
10	10/22/12	10/28/12	KCRA-TV News at 11pm	11:00pm-11:35pm	MTWTF--	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 10/23/12 11:23 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 SBAC12TV22H \$4,500.00 NM									
11	10/27/12	10/27/12	SATURDAY TODAY	SATURDAY TODA	-----S-	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 -----S- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 10/27/12 5:50 AM SATURDAY TODAY SATURDAY TODA :30 SBAC12TV22H \$1,200.00 NM									
13	10/27/12	10/27/12	ACCESS HOLLYWD WK	ACCESS HOLLYW	-----S-	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 -----S- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 10/27/12 7:46 PM ACCESS HOLLYWD WKND ACCESS HOLLYW :30 SBAC12TV22H \$800.00 NM									



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Advertiser	Product	Estimate Number	
Small Business Action Com	ADVOCACY	774	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	10/28/12	10/28/12	Sun 3:00pm-4:00pm/4p	Sun 3:00pm-4:00pm	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 10/28/12 3:22 PM Sun 3:00pm-4:00pm/4p Sun 3:00pm-4:00pm :30 SBAC12TV22H \$600.00 NM									
16	10/28/12	10/28/12	PRIVATE PRACTICE WKSU 11:35PM TO 12		-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 10/28/12 12:23 AM PRIVATE PRACTICE WKN SU 11:35PM TO 12 :30 SBAC12TV22H \$800.00 NM									
18	10/27/12	10/27/12	KCRA-TV News at 6pm	6:00pm-6:30pm	-----S-	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$3,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 10/27/12 6:14 PM KCRA-TV News at 6pm 6:00pm-6:30pm :30 SBAC12TV22H \$3,500.00 NM									
19	10/22/12	10/26/12	ANDERSON COOPER D.11AM TO 12PM		MTWTF--	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA W 10/24/12 11:24 AM ANDERSON COOPER DAY 11AM TO 12PM :30 SBAC12TV22H \$1,500.00 NM									
20	10/22/12	10/26/12	M-F 2:00pm-3:00pm	M-F 2:00pm-3:00pm	MTWTF--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA M 10/22/12 2:36 PM M-F 2:00pm-3:00pm M-F 2:00pm-3:00pm :30 SBAC12TV11H \$1,500.00 NM 5 KCRA Th 10/25/12 2:15 PM M-F 2:00pm-3:00pm M-F 2:00pm-3:00pm :30 SBAC12TV22H \$1,500.00 NM 3 KCRA F 10/26/12 2:28 PM M-F 2:00pm-3:00pm M-F 2:00pm-3:00pm :30 SBAC12TV22H \$1,500.00 NM									
21	10/22/12	10/26/12	KATIE EF	KATIE EF	MTWTF--	:30	3	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MTWTF-- 3 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA W 10/24/12 3:59 PM KATIE EF KATIE EF :30 SBAC12TV22H \$2,000.00 NM 5 KCRA Th 10/25/12 3:43 PM KATIE EF KATIE EF :30 SBAC12TV22H \$2,000.00 NM 1 KCRA F 10/26/12 3:47 PM KATIE EF KATIE EF :30 SBAC12TV22H \$2,000.00 NM									
22	10/22/12	10/26/12	ACESS HOLLYWOOD A 7:01pm-7:30pm/7:3		-TWTF--	:30	3	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 3 \$5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 KCRA W 10/24/12 7:29 PM ACESS HOLLYWOOD AC 7:01pm-7:30pm/7:3 :30 SBAC12TV22H \$5,000.00 NM 5 KCRA Th 10/25/12 7:12 PM ACESS HOLLYWOOD AC 7:01pm-7:30pm/7:3 :30 SBAC12TV22H \$5,000.00 NM 2 KCRA F 10/26/12 7:10 PM ACESS HOLLYWOOD AC 7:01pm-7:30pm/7:3 :30 SBAC12TV22H \$5,000.00 NM									
23	10/22/12	10/26/12	M-F 730pm-8pm	7:31pm-7:57pm	-TWTF--	:30	3	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 3 \$5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Small Business Action Com	ADVOCACY	774	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	10/22/12	10/26/12	M-F 730pm-8pm	7:31pm-7:57pm	-TWTF--	:30	3	\$5,000.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA W 10/24/12 7:55 PM M-F 730pm-8pm 7:31pm-7:57pm :30 SBAC12TV22H \$5,000.00 NM 4 KCRA Th 10/25/12 7:49 PM M-F 730pm-8pm 7:31pm-7:57pm :30 SBAC12TV22H \$5,000.00 NM 1 KCRA F 10/26/12 M-F 730pm-8pm 7:31pm-7:57pm :00 \$5,000.00 NM Credited									
24	10/22/12	10/26/12	Late Night w/Jimmy F	12:36am-1:36am	MTWTF--	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA Tu 10/23/12 12:58 AM Late Night w/Jimmy F 12:36am-1:36am :30 SBAC12TV22H \$1,500.00 NM									
26	10/27/12	10/27/12	Sa/Su 630pm-7pm	6:31pm-6:57pm	-----S-	:30	1	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 -----S- 1 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Sa 10/27/12 6:50 PM Sa/Su 630pm-7pm 6:31pm-6:57pm :30 SBAC12TV22H \$2,000.00 NM									
28	10/28/12	10/28/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 -----S 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Su 10/28/12 8:55 AM KCRA-TV News at 7am News at 7:00am :30 SBAC12TV22H \$1,500.00 NM									
29	10/22/12	10/26/12	KCRA-TV News at 5am	5:00am-5:57am	MTWTF--	:15/:15	2	\$2,500.00	DN
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 2 \$2,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 10/23/12 5:43 AM KCRA-TV News at 5am 5:00am-5:57am :15 SBAC12TV20H \$1,250.00 DN 5:45 AM :15 SBAC12TV17H \$1,250.00 2 KCRA Th 10/25/12 5:40 AM KCRA-TV News at 5am 5:00am-5:57am :15 SBAC12TV20H \$1,250.00 DN 5:42 AM :15 SBAC12TV17H \$1,250.00									
30	10/22/12	10/26/12	KCRA-TV News at 6am	5:58am-7:00am	MTWTF--	:15/:15	2	\$3,500.00	DN
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 2 \$3,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/22/12 6:27 AM KCRA-TV News at 6am 5:58am-7:00am :15 SBAC12TV20H \$1,750.00 DN 6:30 AM :15 SBAC12TV17H \$1,750.00 2 KCRA W 10/24/12 6:42 AM KCRA-TV News at 6am 5:58am-7:00am :15 SBAC12TV20H \$1,750.00 DN 6:44 AM :15 SBAC12TV17H \$1,750.00									
31	10/22/12	10/26/12	NBC Today Show	7:00am-9:00am	MTWTF--	:15/:15	1	\$3,500.00	DN
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 MTWTF-- 1 \$3,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 10/23/12 7:26 AM NBC Today Show 7:00am-9:00am :15 SBAC12TV20H \$1,750.00 DN 7:27 AM :15 SBAC12TV17H \$1,750.00									
32	10/22/12	10/26/12	M-F 9am-10am	9:00am-10:00am	MTWTF--	:15/:15	2	\$1,500.00	DN
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32	10/22/12	10/26/12	M-F 9am-10am	9:00am-10:00am	MTWTF--	:15/:15	2	\$1,500.00	DN																																																																														
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>KCRA</td><td>Tu</td><td>10/23/12</td><td>9:58 AM</td><td>M-F 9am-10am</td><td>9:00am-10:00am</td><td>:15</td><td>SBAC12TV20H</td><td>\$750.00</td><td>DN</td></tr><tr><td></td><td></td><td></td><td></td><td>9:59 AM</td><td></td><td></td><td>:15</td><td>SBAC12TV17H</td><td>\$750.00</td><td></td></tr><tr><td>2</td><td>KCRA</td><td>W</td><td>10/24/12</td><td>9:54 AM</td><td>M-F 9am-10am</td><td>9:00am-10:00am</td><td>:15</td><td>SBAC12TV20H</td><td>\$750.00</td><td>DN</td></tr><tr><td></td><td></td><td></td><td></td><td>9:56 AM</td><td></td><td></td><td>:15</td><td>SBAC12TV17H</td><td>\$750.00</td><td></td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KCRA	Tu	10/23/12	9:58 AM	M-F 9am-10am	9:00am-10:00am	:15	SBAC12TV20H	\$750.00	DN					9:59 AM			:15	SBAC12TV17H	\$750.00		2	KCRA	W	10/24/12	9:54 AM	M-F 9am-10am	9:00am-10:00am	:15	SBAC12TV20H	\$750.00	DN					9:56 AM			:15	SBAC12TV17H	\$750.00																								
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				9:59 AM			:15	SBAC12TV17H	\$750.00																																																																														
2	KCRA	W	10/24/12	9:54 AM	M-F 9am-10am	9:00am-10:00am	:15	SBAC12TV20H	\$750.00	DN																																																																													
				9:56 AM			:15	SBAC12TV17H	\$750.00																																																																														
33	10/22/12	10/26/12	NBC Today Show II	10:00am-11:00am	MTWTF--	:15/:15	1	\$1,000.00	DN																																																																														
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>MTWTF--</td><td>1</td><td>\$1,000.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>KCRA</td><td>F</td><td>10/26/12</td><td>10:29 AM</td><td>NBC Today Show II</td><td>10:00am-11:00am</td><td>:15</td><td>SBAC12TV20H</td><td>\$500.00</td><td>DN</td></tr><tr><td></td><td></td><td></td><td></td><td>10:30 AM</td><td></td><td></td><td>:15</td><td>SBAC12TV17H</td><td>\$500.00</td><td></td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/22/12	10/28/12	MTWTF--	1	\$1,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KCRA	F	10/26/12	10:29 AM	NBC Today Show II	10:00am-11:00am	:15	SBAC12TV20H	\$500.00	DN					10:30 AM			:15	SBAC12TV17H	\$500.00																																		
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34	10/22/12	10/26/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:15/:15	2	\$2,000.00	DN																																																																														
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Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

<u>Invoice #</u> 962451-1	<u>Invoice Date</u> 10/28/12	<u>Invoice Month</u> October 2012	<u>Invoice Period</u> 10/01/12 - 10/28/12
<u>Advertiser</u> Small Business Action Con		<u>Product</u> ADVOCACY	<u>Estimate Number</u> 774

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
39	10/27/12	10/27/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:15/:15	1	\$1,500.00	DN
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$1,500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 KCRA Sa 10/27/12 8:29 AM KCRA-TV News at 7a 7:00am-9:00am :15 SBAC12TV20H \$750.00 DN									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log.



Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
962451-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
Small Business Action Com	ADVOCACY	774	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
45	10/22/12	10/26/12	ACESS HOLLYWOOD A	7:01pm-7:30pm/7:3	-TWTF--	:15/:15	2	\$5,000.00	DN																																																																			
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2	KCRA	Tu	10/23/12	7:49 PM	M-F 730pm-8pm	7:31pm-7:57pm	:15	SBAC12TV20H	\$2,500.00	DN																																																																		
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1	KCRA	F	10/26/12	7:49 PM	M-F 730pm-8pm	7:31pm-7:57pm	:15	SBAC12TV20H	\$2,500.00	DN																																																																		
				7:50 PM			:15	SBAC12TV17H	\$2,500.00																																																																			
47	10/22/12	10/26/12	Late Night w/Jimmy F	12:36am-1:36am	MTWTF--	:15/:15	1	\$1,500.00	DN																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/22/12</td><td>10/28/12</td><td>MTWTF--</td><td>1</td><td>\$1,500.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>KCRA</td><td>Tu</td><td>10/23/12</td><td>1:29 AM</td><td>Late Night w/Jimmy F</td><td>12:36am-1:36am</td><td>:15</td><td>SBAC12TV20H</td><td>\$750.00</td><td>DN</td></tr><tr><td></td><td></td><td></td><td></td><td>1:31 AM</td><td></td><td></td><td>:15</td><td>SBAC12TV17H</td><td>\$750.00</td><td></td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/22/12	10/28/12	MTWTF--	1	\$1,500.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KCRA	Tu	10/23/12	1:29 AM	Late Night w/Jimmy F	12:36am-1:36am	:15	SBAC12TV20H	\$750.00	DN					1:31 AM			:15	SBAC12TV17H	\$750.00																							
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				1:31 AM			:15	SBAC12TV17H	\$750.00																																																																			
48	10/27/12	10/27/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:15/:15	1	\$2,000.00	DN																																																																			
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49	10/28/12	10/28/12	NBC SUNDAY TODAY	NBC SUNDAY TOE	-----S	:15/:15	1	\$1,500.00	DN																																																																			
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Total Spots 73

Payment Terms 30 Days

<u>Gross Total</u>	\$202,400.00
<u>Agency Commission</u>	\$30,360.00
<u>Net Amount Due</u>	\$172,040.00